



## V. INDUSTRIAL DESIGN GUIDELINES

The following guidelines apply to development of industrial land uses. These uses include light industrial establishments, business parks, and heavy manufacturing and industrial establishments. These guidelines address site design, parking and loading, architecture, landscaping, walls and fences, screening, lighting, and signs.

### A. SITE DESIGN

Elements of quality industrial site design include the following:

- ❖ Controlled site access
- ❖ Service areas located at the sides and rear of buildings
- ❖ Convenient access, visitor parking and on-site circulation
- ❖ Screening of outdoor storage, work areas, and equipment
- ❖ Emphasis on the main building entry and landscaping
- ❖ Landscaped open space



*Attractive landscaping and open space areas are provided.*

*Architectural elements such as arched entry and cornice moldings reduce appearance of massive industrial building.*





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Guidelines for site design include:

1. A variety of building and parking setbacks should be provided to avoid long monotonous building façades and to create diversity.

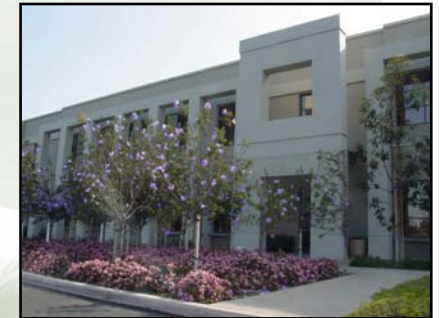


*Discouraged*



*Encouraged*

2. A minimum 5-foot landscape strip between parking areas and any portion of the structure shall be provided. This would not apply to those portions of the structure that require vehicular access such as loading areas.
3. Site access and internal circulation should be designed in a straightforward manner which emphasizes safety and efficiency.
  - a. The project's circulation system should be designed to reduce conflicts between vehicular and pedestrian traffic, combine circulation and access areas where possible, provide adequate maneuvering and stacking areas, and consider emergency vehicle access.
  - b. Truck and auto traffic should be separated to the degree possible.





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- c. Circulation routes and parking areas should be separated.
- d. Vehicles should not be required to enter the public street in order to move from one area to another on the same site.

*Encouraged*



*Encouraged*

- 4. Buildings within a single development should be connected with aesthetic and functional open space and landscape areas.





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5. Where industrial uses are adjacent to non-industrial uses, appropriate buffering techniques such as setbacks, screening, and landscaping shall be provided as set forth in the Zoning Code.



### 1. PARKING AND LOADING

- a. The industrial site should be a self-contained development capable of accommodating its own parking needs. The use of the public street for parking and staging of trucks is not allowed.
- b. Entrances and exits to and from parking and loading facilities should be clearly marked with appropriate directional signage where multiple access points are provided.
- c. Parking lots adjacent to and visible from public streets should be adequately screened by using rolling earth berms, low screen walls, changes in elevation, landscaping or combinations thereof whenever possible.
- d. In the Business Manufacturing Park Zone, parking should be located to the side or rear of buildings.
- e. To alleviate the unsightly appearance of loading facilities for industrial uses, these areas should not be located at the front of buildings where it is difficult to adequately screen them from view. Such facilities are more appropriate at the rear of the site where special screening may not be required.
- f. Backing from the public street onto the site for loading into front end docks causes unsafe truck maneuvering and shall not be utilized.





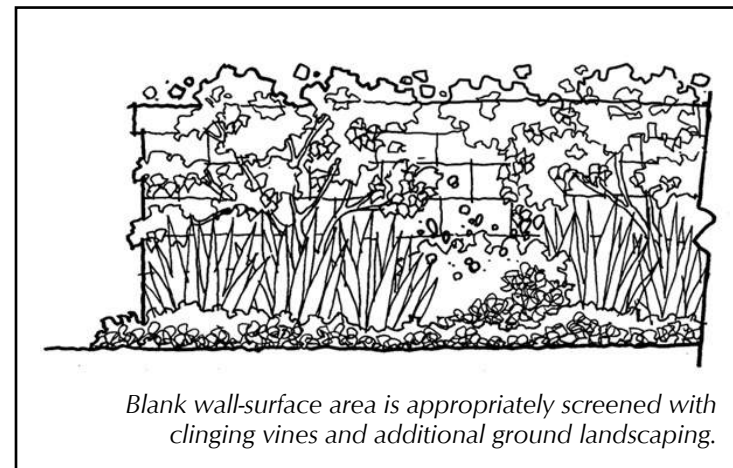
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- g. Backing from the public street onto the site for loading into front end docks causes unsafe truck maneuvering and shall not be utilized.
- h. Site circulation should be designed so that auto movement is separate from truck movement and loading to the degree possible.
- i. Sufficient back-up area for trucks on-site should be provided and separated from parking areas.

### 2. LANDSCAPING

- a. For industrial uses, landscaping should be used to define areas by helping to focus on entrances to buildings, parking lots, loading areas, defining the edges of various land uses, providing transition between neighboring properties (buffering), and providing screening for outdoor storage, loading, and equipment areas.
- b. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.
- c. Use of vines on walls is encouraged in industrial areas because such walls often tend to be large and blank.
- d. Landscaping around the entire base of buildings (except loading and service areas) is recommended to soften the edge between the parking lot and the structure. This should be accented at entrances to provide focus.



*Blank wall-surface area is appropriately screened with clinging vines and additional ground landscaping.*



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- e. Trees should be located throughout the parking lot and not simply at the ends of parking aisles. In order to be considered within the parking lots, trees should be located in planters that are bounded on at least 3 sides by parking area paving.
- f. Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of curbs. Concrete mowstrips are required per development regulations between turf and shrub areas.
- g. Landscaping should make up of a variety of plant materials (minimum of three types of trees, three types of shrubs, and two types of groundcover) suited for Riverside's climate such as native, drought-tolerant and water-efficient plantings. A balance of deciduous and evergreen trees should be used.
- h. Landscaping should be used to soften views toward parking lots, loading areas, trash enclosures, storage areas, and utility areas. All backflow preventers, gas meters, transformers, air conditioning condensers, above ground pipes and valves or any other equipment shall be screened with appropriate planting.
- i. Planter beds shall be protected by 6" wide by 6" tall concrete curbing.
- j. Graded slopes shall be provided with sufficient landscaping and irrigation coverage for erosion control and to soften the view to cut and fill slopes from surrounding public views.
- k. Landscaping shall be used to screen parking lots from street view in compliance with the Zoning Code (Section 19.74.080 (9)) through the use of:
  - i. a three foot high landscaped berm;
  - ii. a three foot high shrub row, with all shrubbery to be located towards the rear of the landscaped setback, or;
  - iii. a combination of the above two items, or an alternative buffer subject to the written approval of the Planning Director



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*See the City's Water Efficient  
Landscape Ordinance 19.750 for  
additional requirements*  
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- l. Within the parking lot, closely spaced minimum five-gallon shrubs shall be provided within the end row planters and finger planters to discourage pedestrian traffic across these planters.
- m. Canopy trees shall be provided to shade parking areas as follows:
  - i. Tree Well: One tree shall be provided within each tree well centered between the stalls at every 4-5 spaces.
  - ii. End Row Planters: One tree shall be provided within each end planter, next to each parking stall. Two trees shall be provided at the end of each double row of stalls.
  - iii. Finger Planters: One tree shall be provided within each finger planter, centered with the adjacent parking stall.
  - iv. Strip Planters: One tree shall be provided in line with the edge of the parking stall, spaced at every 4-5 stalls.
- n. Sod, not seed, shall be used for lawn areas.

### 3. WALLS AND FENCING

- a. Walls and fencing will serve a major function in the industrial landscape. Use walls to screen automobiles, loading and storage areas, and utility structures. However, utilize walls only when specific screening or security purposes are required. Walls and fencing should be kept as low as possible while performing their screening and security functions.
- b. Where walls are used at property frontages, or screenwalls are used to conceal storage, loading and equipment areas, they should be designed to blend with the site's architecture.
  - i. Both sides of all perimeter walls should be architecturally treated.
  - ii. Landscaping should be used in combination with such walls whenever possible.
- c. When security fencing is required, a combination of solid pillars or short solid wall segments and wrought iron grill work should be used. Landscaping such as clinging vines and shrubs should be used to soften the appearance of fencing.





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*Discouraged. See guideline V.A.3.e.*



*Encouraged. See guideline V.A.3.b.ii. and d.*

- d. Long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony. Landscape pockets should be provided.
- e. The use of chain link fencing along any street front shall be prohibited.
- f. Decorative masonry walls consistent with building materials should be used where visible from any street frontage.

### 4. SCREENING

- a. Outdoor storage areas shall be screened as set forth in the Zoning Code. Backflow preventers, gas meters, transformers, air conditioning condensers, above ground pipes and valves or any other equipment shall be screened.

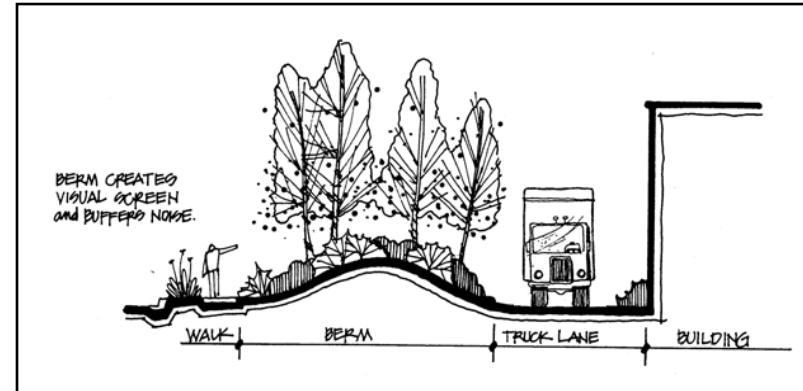




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- b. Where re-screening is required, a combination of elements, including solid masonry walls, berms, and landscaping is encouraged. Chain link fencing with wood or metal slatting and climbing vines is an acceptable screening material only for areas of a lot not visible from a public street.



- c. All equipment, whether on the roof, side of building, or on the ground shall be screened.
- A method of screening architecturally integrated in terms of materials, color, shape, and size is encouraged.
  - The screening design shall blend with the building design.
  - Where individual equipment is provided, a continuous screen is encouraged.
- d. The need to screen rooftop equipment, as required by the Zoning Code, should be taken into consideration during the initial design phase for the structure.

### B. ARCHITECTURAL DESIGN

More modern architectural design of industrial buildings emphasizes design techniques to avoid unattractive or monotonous façades. Some design techniques which are utilized to provide attractive, interesting, industrial buildings are as follows:





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1. A variety in structure forms should be used to create visual character and interest.
2. Long, unarticulated façades should be avoided. Façades with varied front setbacks are strongly encouraged. Wall planes should not run in one continuous direction for more than 50 feet without an offset.



*Treatment of this industrial building's well-articulated façade is encouraged.*



*This industrial building's blank, unarticulated façade is undesirable and strongly discouraged.*



*Façade has been articulated with archway and decorative cornice moldings.*

3. Blank front and side wall elevations on street frontages should be avoided.
4. Entries to industrial structures should portray a high-quality appearance while being architecturally tied into the overall mass and building composition.
5. Windows and doors are key elements of any structure's form.
  - a. Windows should be fenestrated in scale of the elevation on which they appear.
  - b. Windows and doors should establish character by their rhythm and variety. Recessed openings help to provide depth and contrast on elevation planes and are strongly encouraged.



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6. Sensitive alteration of colors, materials, and textures can produce diversity, enhance architectural forms, and is encouraged.
7. The staggering of planes along an exterior wall elevation creates pockets of light and shadow, providing relief from monotonous, uninterrupted expanses of wall and is encouraged.
8. Design elements which are discouraged and should be avoided include:
  - i. Highly reflective surfaces
  - ii. Large, blank, unarticulated wall surfaces
  - iii. Exposed, untreated precision block walls
  - iv. Chain link fence, barbed wire
  - v. "Stuck on" mansard roofs on small portion of the roofline
  - vi. Unarticulated building façades
  - vii. Materials requiring high maintenance such as stained wood, shingles or metal siding
9. Design elements which are encouraged include:
  - i. Articulation of building planes
  - ii. Cornice moldings
  - iii. Pop-outs
10. Berming in conjunction with landscaping should be used at the building edge to reduce structure mass and height along façades.
11. Rolling shutter doors located on the rear façade of the building are the preferred method for providing large loading doors, while keeping a clean, uncluttered appearance from the exterior.
12. The roof design should be considered as a component of the overall architectural design theme.







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### C. SIGNS

1. Every project should be designed with a precise concept for adequate signage.
  - a. Provisions for sign placement, sign scale in relationship with building, and the readability of the sign should be addressed while developing the overall signing concept.
  - b. All signs should be highly compatible with the structure and site design relative to color, material, and placement.
2. Monument signs are the preferred alternative for business identification. Where several tenants occupy the same site, individual wall-mounted signs are appropriate in combination with a monument sign identifying the development and address.
3. The use of backlit individually cut letter signs is strongly encouraged.
4. The industrial site should be appropriately signed to give directions to loading and receiving areas, visitor parking, and other special areas.



See Appendix A: Citywide  
Sign Design Guidelines  
for more design criteria  
for signs.

## VI. INDUSTRIAL DESIGN GUIDELINES



### D. LIGHTING

1. Lighting to provide illumination for the security and safety of onsite areas such as parking, loading, shipping, and receiving, pathways, and working areas should be used.
2. Light fixtures and their structural support should be architecturally compatible with main buildings on site. Integrate illuminators within the architectural design of the building(s).
3. As a security device, lighting should be adequate but not overly bright. All building entrances should be well lighted.
4. All lighting should be shielded to confine light spread within the site boundaries.

